What can TIME teach us about investing?
Patience is a great investment strategy.

Taking financial news with a grain of salt is easier said than done when it feels like your financial security is at stake. But history has shown that the impact these events have on the market is significantly smaller than it may seem. In fact, whether you pick the "best" or "worst" days to invest, money invested for the long run has tended to see similar growth.

Why can it pay to stay in the market long term? Take a look below — if you had invested not timing the market

If you miss the best days and experience loss from short-term investing, it becomes harder to break even. If you missed the best days of 1969, your investment would've grown over 100 times, amounting to $1,410,981 by 2019. But, if you had tried to time the market and missed just the top 10 days in that 50-year span, that $10,000 initial investment would've grown about half the amount, $680,410.

Smart investing is all about the amount of time you spend in the market, not trying to time the market.

Patience is a great investment strategy.

TIME Magazine is used under license. TIME Magazine and TIME USA LLC.

10.19% return

Contact your financial professional or visit equitable.com to find out how you can start investing for the future today.
Important information

Please be advised that this material is not intended as legal or tax advice. Accordingly, any tax information provided herein is not intended or written to be used, and cannot be used, by any taxpayer for the purpose of avoiding penalties that may be imposed on the taxpayer. The tax information was written to support the promotion or marketing of the transaction(s) or matter(s) addressed, and you should seek advice based on your particular circumstances from an independent tax advisor.

Investing involves risk, including loss of principal invested. Individual investor results and tax ramifications will vary.

Equitable is the brand name of Equitable Holdings, Inc. and its family of companies, including AXA Equitable Life Insurance Company (NY, NY) and MONY Life Insurance Company of America (AZ stock company, administrative office: Jersey City, NJ). The obligations of AXA Equitable Life Insurance Company and MONY Life Insurance Company of America are backed solely by their claims-paying abilities.